C1750-1

The Fifth Estate

Broadcasting Mar 25

54th Year 1985
CAPCITIES + ABC

20814SRI AT8501 ZW2
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
SDA MD 20814

Vol. 108 No. 12

Broadcasting Mar 25

Making history: Capcities buys ABC
A look at regional sports networks
Standards consensus on HDTV

The headquarters of Capital Cities and ABC

BRAND NEW DAY □ Fifth Estaters were confronted this week with an altered communications landscape. The purchase of a commercial broadcast network—ABC—by Capital Cities Communications shattered the aura of immutability that had been shaken recently by rumors of network takeovers. BROADCASTING examines the $3.5-billion deal, its regulatory roadblocks, the divestiture question and reaction from those in the Fifth Estate. **PAGES 31-38.**

PAY BALL □ The outlook for regional pay sports networks may not be bright, based on recent failures, but some have found the proper components to make money and to thrive. **PAGE 42.**

NASHVILLE CATS □ Attendees at NATPE's first local production gathering give conference high marks. **PAGE 50.**

WARY EYE □ Senators Ford and Hollings voice skepticism over U-V swap in FCC oversight hearing. **PAGE 53.**

TWO-SIDED VICTORY □ Appeals court upholds FCC order on children's programing, but apparent loser, Action for Children's Television, finds good news in decision. **PAGE 53.**

HELPING HAND □ CPB approves $900,000 emergency loan for National Public Radio. **PAGE 54.**

STRONG WORDS □ Intelsat director Colino voices displeasure with some in press and government who he says hindered his efforts to reach accord with Soviet Union over participation in Intelsat. **PAGE 56.**

MAKING CHANGES □ CNN Radio set to upgrade programing and service to affiliates and improve studio facilities. **PAGE 64.**

COMING TO AGREEMENT □ U.S. Advanced Television Systems Committee adopts NHK parameters for high-definition television. **PAGE 68.**

CAMPAIGN ANNOUNCEMENTS □ Race for joint board chairmanship of NAB is heating up as Walter May has joined Ted Snider and Edward [illegible] in quest for position. **PAGE 77.**

STORER INROADS □ Group of stockholders of Storer Communications proposes to take control of board and sell company's television stations and cable systems. **PAGE 78.**

ON PAPER □ Writer's Guild of America votes to approve new contract. **PAGE 79.**

COMMUNICATIONS CONNECTION □ Centel's Jack Frazee is carrying on the family tradition as group executive VP of Chicago-based cable and telephone company. **PAGE 103.**

INDEX TO DEPARTMENTS

Business Briefly 14	Fates & Fortunes 99	Law & Regulation 53	Stock Index 80
Cablecastings 10	Fifth Estater 103	The Media 72	Technology 68
Changing Hands 75	For the Record 82	Monday Memo 22	Telecastings 60
Closed Circuit 7	In Brief 104	Open Mike 29	
Datebook 26	In Sync 70	Programing 42	
Editorials 106	Journalism 64	Riding Gain 66	

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $85, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Accu-Weather 28 □ Almi Television 18 □ American Railroads, Association of 48-49 □ The American Trucking Associations Foundation, Inc. 11, 67 □ Ampex Corp. 6 □ Associated Press Broadcast Services Second Cover, 14 □ Blackburn & Co., Inc. 74 □ Blair Entertainment 3 □ Blair Television 45 □ BMI 43 □ CBS RadioRadio 30 □ Chapman Associates 72 □ Classified Ads 87-98 □ Columbia Pictures Television 8-9, 12-13, 24-25 □ Continental Electronics 65 □ The Entertainment Network, Inc. 15 □ Frank Gari Productions 59 □ The Gilmore Broadcasting Corp. Third Cover □ Grandy & Berkson Media Brokers 78 □ Independent Insurance Agents of America, Inc. 55 □ Kalil & Co., Inc. 77 □ King World 16-17 □ LaBlanc & Dick Communications, Inc. 61 □ H.B. La Rue, Media Broker 79 □ Media General Broadcast Services, Inc. 62 □ MIP-TV '85 73 □ Modulation Sciences, Inc. 69 □ The Mutual Radio Network 51 □ NBC News 23 □ Petry, Inc. 39 □ Professional Cards 84, 85 □ Cecil L. Richards, Inc. 75 □ Robert W. Rounsaville & Associates 76 □ Seltel 19 □ Services Directory 85 □ D.L. Taffner/Ltd. 47 □ Torbet Radio 27 □ Transtar 40-41 □ 20th Century Fox Television 20-21 □ Viacom Front Cover □ WABC-TV 4 □ Ward-Beck Systems, Ltd. Fourth Cover

SportsChannel at Yankee Stadium

The uncertain world of regional cable sports networks

Fledgling industry is trying to find a niche in programing marketplace

Sportsvue Cable Network, the Milwaukee-based regional cable sports network, went out of business Feb. 2 and, a month later, Sports Time, one of the largest regional networks operating throughout the Midwest, announced it was throwing in the towel next Sunday (March 31). Both failed to make it to their first anniversary.

The failures (and those of at least three others over the past few years) suggest that the entire concept of the regional cable sports network may be bankrupt. But it is presumptuous, based on those failures, to predict the success or demise of any of the 15 other regional services still grubbing for cable affiliates and paying subscribers. The reason: No two regional services or their markets are alike.

"It's a very mixed bag," said Dantia Quirk, publisher of *Cablesport*, a weekly newsletter devoted to the business. "Networks . . . which have the best of professional sports action in a marketplace and operate in a major television market can, over a period of time, do well, be profitable." But the future of networks in small markets or networks that are competing head-to-head with each other in markets of any size, she said, is questionable.

Only a handful of the remaining sports services are profitable. Most continue to struggle for a foothold in their marketplace and, the consensus is, not all the services will make it. So concerned were some of the network operators about the future of the business that they met in Fort Lauderdale, Fla., two weeks ago to discuss, among other things, sharing non-event programing and marketing ideas.

But even though other services may go dark, said Bill Aber, vice president-general manager, Home Team Sports, the year-old network based in Washington, "the concept of regional sports will survive. I don't think there is a doubt in anybody's mind."

What's happening now is typical of any new business, Aber said. "Everybody goes in based on their best guess because there is no map out there or any history in regional sports. Nobody knows how to do it right.... So you are following your instincts, and luck and fate and the movement of the stars come into play."

Although HTS is currently doing relatively well—it has 53,000 subscribers, even though its two largest potential markets, the cities of Washington and Baltimore, are not yet wired for cable—Aber cannot guarantee its future. Aber said he keeps a constant eye on the bottom line to make sure expenses and revenues are converging and that the service is moving toward a payoff. If it ever becomes clear it isn't, he said, he is obliged to tell Group W, the service's owner, "to yank the plug and cut the losses."

Despite the setbacks for the business as a whole, "we see this business as one with a lot of promise," said Tom Chestnut, director of marketing, SportsChannel Network, a group of regional networks with more than 900,000 subscribers. "But it takes a long time to develop. It's not going to be an overnight success for anybody."

(The SportChannel Network: SportsChannel, serving 400,000 in metropolitan New York; SportChannel New England, which serves 100,000 in several New England states; SportsVision, serving 49,000 in the Chicago area, and Prism with 375,000 subscribers around Philadelphia. SportsChannel, SportsVision and Prism are owned by Cablevision Systems' Rainbow Program Enterprises, The Washington Post Co. and CBS [one-third each]. SportChannel New England is owned by Rainbow, the Post and CBS [one-sixth each] and a consortium of insurance companies [one-half]. Rainbow, the Post and CBS announced plans last December to team up with Daniels & Associates, a mid-sized cable MSO, to launch a

service in Los Angeles this year, which would become the SportsChannel Network's fifth service.)

CBS is apparently unshaken by the demise of Sports Time and Sportsvue. According to Jim Rosenfield, senior executive vice president, CBS/Broadcast Group, who oversees the company's investment in cable sports, CBS is "very confident" that the SportsChannel Network will prosper. Indeed, he said, SportsChannel is considering launching sports services in three or four other markets in addition to Los Angeles. Citing competitive reasons, he declined to identify those markets.

To succeed in the business, he said, the regional service must be in a "quality market with quality programing" and the rights contracts with the teams "must be structured in such a way that everybody has a chance to make out." Guaranteeing the teams minimum payments is a mistake, he said.

The SportsChannel services, if nothing else, are in the right places, he said. They are centered in four of the top six television markets—New York, Boston, Chicago and Philadelphia—where per capita income is 17% higher than the national average, he said. And even though the center city areas of Boston, Chicago and Philadelphia are not completely wired, he said, all are among the top seven cable markets. The vertical integration—Cablevision, one of the partners in SportsChannel, is a major cable operator in each of the markets—is also a big plus, he said.

SportsChannel New York and Prism are profitable, according to Chestnut, and SportVision "is in very good shape given where it was" when the SportsChannel Network partners purchased it 15 months ago. (It's a bit misleading to cite Prism as an example of a successful regional sports network. It's primarily a movie service on the order of Home Box Office; only about 12% of its schedule is made up of sports events.)

The big questionmark for the group is the New England operation, which features the Boston Celtics (NBA) and the Hartford Whalers (NHL). It's in direct competition in the market with New England Sports Network, owned by the Boston Red Sox (Major League Baseball), the Boston Bruins (NHL) and Storer Communications. And because of the competition, Quirk said, both services are struggling.

The solution may be to merge the two services. "The best answer is to have one regional sports service, rather than two," said Chestnut. Although no merger discussions are now going on, he said, "we would certainly like to come to some sort of agreement to get the two services together."

"New England is the one market that needs a shakeout because of the two competing services," Rosenfield added. "I don't know what is going to happen. It's very complicated."

The SportsChannel Network seems to be running into another competitive situation in Los Angeles. Its Box Seat service, if it's launched this year, will be competing for affiliates and subscribers with Dodgervision, a new service owned by Metromedia Inc. and Los Angeles Dodgers (MLB) that will feature the Dodgers. But Chestnut is not nearly as concerned with the threat of competition in Los Angeles as he is with the existence of competition in New England. The Los Angeles market, unlike New England, he said, can support two services. Chestnut gave little hope that Box Seat and Dodgervision could somehow merge.

According to Quirk and other regional

Regional sports network scorecard

Service	Home base	Launch date	Type of service	Affil.	Subscribers	Pro teams
Arizona SPN	Phoenix	November 1981	Subscription	1	26,296	Phoenix Suns (NBA), San Francisco Giants (MLB), San Diego Padres (MLB)
Home Sports Enter.	Houston-Dallas	January 1983	Subscription	78	30,000	Houston Astros (MLB) and Rockets (NBA), Texas Rangers (MLB), Dallas Mavericks (NBA)
Home Team Sports	Washington	April 1984	Subscription	30	53,000	Washington Bullets (NBA) and Capitals (NHL) and Baltimore Orioles (MLB)
MSG Network	New York	October 1969	Basic/Subscription	57	1.8 million	New York Rangers (NHL) and Knicks (NBA) and New Jersey Devils (NHL)
NE Sports Network	Boston	April 1984	Subscription	72	35,000	Boston Red Sox (MLB) and Bruins (NHL)
PRISM[1]	Philadelphia	September 1976	Subscription	90	375,000	Philadelphia Phillies (MLB), Flyers (NHL) and 76ers (NBA)
Pro-AM Sports System	Detroit	April 1984	Subscription	58	50,000	Detroit Tigers (MLB) and Pistons (NBA)
Sabers Productions	Buffalo	1973	Basic	13	460,000	Buffalo Sabers (NHL)
San Diego Cable Sp. Net.	San Diego	April 1984	Subscription/PPV	2	10,000[2]	San Diego Padres (MLB)
Spectrum Sports[3]	Minneapolis	November 1982	Subscription	26	7,500	Minnesota Twins (MLB) and North Stars (NHL)
Sports Channel Inc.	San Antonio, Tex.	October 1982	Subscription	1	15,000	San Antonio Spurs (NBA)
SportsChannel N. Eng.	Boston	January 1983	Subscription	64	10,000	Boston Celtics (NBA) and Hartford (Conn.) Whalers (NHL)[4]
SportsChannel	New York	1976	Subscription	45	400,000	New York Yankees (MLB), Mets (MLB) and Islanders (NHL) and New Jersey Nets (NHL)
SportsVision	Chicago	October 1981	Subscription[5]	20	49,000	Chicago White Sox (MLB), Blackhawks (NHL) and Sting (MISL)
Superchannel	Seattle	May 1982	Subscription	N/A	N/A	Seattle Supersonics (NBA)

[1]Movies and other non-sports programing make up the bulk of PRISM's programing; only about 12% of its schedule is sports.
[2]San Diego Cable's subscriber count is for 1984 baseball season and represents per-game average.
[3]Spectrum reaches an additional 7,500 homes through the local STV operation.
[4]SportsChannel New England also offers subscribers in Connecticut and New York Mets and Yankees games.
[5]SportsVision is also carried on a Basic tier by two systems serving about 50,000 homes.

network operators, Sportsvue failed primarily because its market was too small, and Sports Time died, in part, because its market was too large. Sportsvue, which offered the Milwaukee Brewers (MLB) and the Milwaukee Bucks (NBA), was limited to Wisconsin. It never counted more than 18,000 subscribers and had just 16,000 subscribers at the end. "I can't imagine how they ever got in the business," said Quirk. "There were not enough cable subscribers to support that kind of programing."

Sports Time, a joint venture of Anheuser-Busch, Tele-Communications Inc. and Multimedia Inc. featuring professional sports teams from Cincinnati, St. Louis and Kansas City, Mo., had trouble because it tried to carve out too large a geographic area. Although its market grew from 10 states to 15 during its short life, it managed to accumulate only 37,000 pay subscribers. "Sports don't travel that well," said Quirk. "You really have to draw an ADI circle around the area you want to serve and say, 'That's my market. I may be able to get some penetration outside that circle, but basically the bulk of my subscribers are going to come from within that circle.' "

Quirk's assessment is underscored by Larry Payne, director of broadcasting for the NBA's San Antonio (Tex.) Spurs and for Sports Channel Inc., a still thriving single-system service in San Antonio: "The further you get away from the stadium, the less the appeal of the service."

A common problem of all the regional services is securing carriage on cable systems within their region. "Getting shelf space" is difficult for any cable service—national or regional—and has contributed to the failure of more than one of them.

As HTS approaches its first anniversary, it's carried on only 30 of the 205 systems within the so-called Capital Region market. And, according to Aber, HTS will probably never count them all as affiliates. Between 40 and 50 will probably always feel that the service simply has no value, he said.

And some systems are full, he added. For HTS to get on, he said, the cable operator has to take something else off. "That is the single hardest situation to deal with."

And at systems with empty channels, HTS finds itself competing with several other programers for the open slot. "And we have to go in as a relatively high-priced item," Aber said. "It takes some time to convince them that even though we are higher priced on the wholesale side, we are unique and they can turn it around."

The toughest part of operating a regional network, said Chestnut, is bringing all the elements into proper balance. A network serves three constituencies: the consumer, the cable operator and the sports franchises, he said. "Dealing with any one of these three entities is difficult," he said. "Trying to work out an arrangement that works for all three and still works for us makes it challenging."

The regional sports networks believe the satellite superstations—WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago, in particular—have hurt their businesses by beaming hundreds of baseball games into their market, giving subscribers for free much of what the regional networks are trying to sell them.

The damage is mitigated by the fact that consumers are more interested in home teams than in teams from other cites and states imported on the superstations. Nonetheless, said Chestnut, "they add a lot of free sports programing which crowds the environment in which our product has to operate" and devalues all sports programing to a certain extent.

"Life would be a lot easier if they didn't exist," said Aber, adding that their presence in the HTS market is a "little bit less of a problem" than it is elsewhere because the big-three superstations only carry National League baseball. Because HTS features the Baltimore Orioles, an American League club, he said, "we can be, in effect, the American League Network."

Peter Ueberroth, the new Major League Baseball commissioner, has persuaded some of the teams carried by superstations to compensate the other teams for the alleged loss of attendance and television revenue resulting from the importation of superstation games into their markets (BROADCASTING, March 4).

Although the compensation plan doesn't immediately help the regional networks, it may in the future. The formula used by the superstation teams to calculate their payments involves a multiple of the number of games carried. So if the superstation team wants to decrease the payment, it simply has to decrease the number of games it sells to the superstation.

There are almost as many types of regional cable sports networks as there are networks. The two oldest—Madison Square Garden Network and Sabers Productions—are, for the most part, basic services supported by subscriber fees and advertising and, according to their operators, money makers.

MSGN, which debuted in October 1969, now reaches 1.8 million homes in the New York area, 1.45 million on basic tiers and 350,000 packaged with other pay programing. MSGN President Joe Cohen said the service, which features the New York Knicks (NBA), the New York Rangers (NHL) and New Jersey Devils (NHL), garnered some $10 million in revenue (advertising and subscriber fees) during the current season. And revenues should be going up next season, he said, as MSGN increases the subscriber fee around 20% in adding 25 Knicks and Rangers away games to its schedule.

Sabers Productions' package of 30 Buffalo Sabers (NHL) games is carried by 13 cable systems serving 460,000 homes in upstate New York as part of their basic service. Paul Wieland, executive producer, Saber Productions, would not say how much the Sabers earn from the cable service, but made it clear it was a substantial amount. "We make more out of the 30 games on cable than we do on the 30 games on the commercial television station, WGRZ-TV," he said.

Arizona Sports Programing Network, Phoenix, and Sports Channel Inc., San Antonio, are single-system services with no apparent ambitions of being true networks. "They're viable because they don't try to be more than they are meant to be," Quirk said. "They distribute to a given area and don't get carried away with grandiose plans."

ASPN is owned and carried exclusively by American Cable, a Times Mirror cable system serving some 90,000 homes in Phoenix, Tempe, Chandler and Paradise Valley, all Arizona. It now counts more than 26,000 subscribers.

Sports Channel, which is not affiliated with the New York or New England Sports-Channel services, is owned by the NBA's San Antonio Spurs and marketed as Sports Channel 37 over Rogers Cablesystems' system in San Antonio. With just 15,000 subscribers after two-and-a-half years of operation, admitted Sports Channel's Payne, the business "is kind of tough." But Payne said the picture will brighten considerably if he can increase subscribership to around 20,000 in the next six months and take advantage of Rogers' gradual phase-in of addressable technology to offer pay-per-view services. "I think we can hit one or two home runs with [PPV] each year," he said.

Cox Cable San Diego, the nation's largest cable system (with more than 250,000 subscribers), claims to have made money last year with its one-team (San Diego Padres [MLB]) service. Using addressable cable technology, said Robert McRann, vice president-general manager, the system offered a 41-game package for $120, a 20-game package for $70 and pay-per-view for $4.50 per game.

At first the response was not as good as Cox had expected, said McRann, but, as the system's basic subscribers became more comfortable with the technology and service, sales picked up. An average of 10,000 homes tuned in to each game, generating revenue of more than $1 million. Cox "discovered a whole new market" of people who like baseball, but, for a variety of reasons, were unable or unwilling to go to the ball park, he said.

Buoyed by last year's experience, Cox cut a new deal with the Padres, allowing Cox to market the service to other cable systems in the area and set up a full-blown regional network—San Diego Cable Sports Network. Under terms of the new deal, McRann said, Cox will produce the games and sell the advertising time. Southwestern Cable, a nearby system owned by American Television and Communications with 86,000 basic subscribers, is on board as the network's second affiliate.

With the expanded market, the network hopes it can increase penetration to between 16,000 and 17,000 homes per game, McRann said, boosting revenue to more than $1.8 million. And with Cox Cable San Diego's advertising sales force beating the bushes, he said, advertising revenues should add between $400,000 and $500,000. However, part of the additional revenues will be offset by production costs, he said.

It hasn't been all smooth sailing for Cox. It offered a 10-game package of San Diego Soccers (Major Indoor Soccer League) games this spring, but was able to pick up an audience of only 500-600 homes. "I enjoy making money," said McRann, "and this has not been one of the enjoyable ventures of my life." Unless Cox can cut a better deal with the Soccers for next year, he said, the service

will not be offered again.

Dodgervision may have sprung from Cox's impressive performance in San Diego. According to Bonnie Pfeifer, business affairs manager for Dodgervision, the service has put together a 20-game Dodger package for $85. Individual games will be sold on a P-P-V basis for $6, she added. Dodgervision is already cleared on 24 cable systems serving 650,000 homes in southern California, northern Arizona and Hawaii, she said.

Asked what will happen to the venture next fall, at the baseball season's conclusion, Pfeifer replied: "We don't know yet. We're starting out with the Dodgers and we'll see what happens this season." No agreements have been reached for carriage of other teams in the future, she noted.

Despite the turbulence of the pay sports business, most observers feel that the sports networks will have a place in the mix of cable services. The economics of sports are such that most events in the future will be offered on pay cable services, said HTS's Aber. Eventually the entire country will be divided into between 15 and 20 cable sports regions, he said. But to get to that day, "we are going to have to get a lot smarter." □

TV production on a local level

First conference held by NATPE specifically for local TV producers gets high rating from attendees; producers in big and little markets share experiences, exchange tips

The grass-roots movement in local programing got a boost when more than 600 local television station production managers gathered in New Orleans for a three-day, nuts-and-bolts conference on local program production. The front-line producers attending the first NATPE International Production Conference (some traveled from as far away as Montana or Maine) came together for one purpose: to learn to make better local television shows. Most participants came away saying the conference met their expectations.

"There will be an expanded role [of local production] outside New York and Los Angeles," predicted Bob Jones, NATPE president and program director, KING-TV Seattle. "There used to be more of it in the 1950's. If the 1970's were for the MBA's, I hope the '80's are for us. The technology is here, and so are the economic incentives."

In contrast to the annual NATPE programming conference, which attracts more than 7,000 participants, this much smaller meeting was without the glitz and hoopla normally associated with the show business side of television programing. Instead, as participants remarked, there was a refreshing atmosphere at the production conference: General sessions were heavily attended, workshops were packed and questions were asked and answered. According to one NATPE official, the enthusiasm stemmed from the novelty of the occasion. "A lot of these guys have never been off the farm."

Jones sees the role of the station production manager becoming more important, and more are joining the ranks of key station executives such as general sales managers, program directors and chief engineers. "The production manager is the one job at the station that gets zilch training," he explained. "Usually what happens is one day a hot-shot director is made production manager. I heard one say he's been a production manager for 15 years and this is the first time he's ever been to anything like this."

Although FCC deregulation may have influenced some stations to reduce their local programing, said Don Wilburn, WVUE-TV New Orleans, "we are finding a lot of stations are still doing public affairs programing." He said stations continue to do so for several reasons, including the belief that "stations still have to ascertain the issues in their community" and "it's just plain good business."

The kind of locally produced programing on display in New Orleans ran the gamut from small-market shows produced on shoestring budgets of a few hundred dollars per episode to major-market, access-strip programs with multimillion-dollar annual budgets.

"Ours is small-market television," said Steve Kessenich, production manager, WMTV(TV) Madison, Wis., "but we feel we do it pretty effectively." Half-hour specials at his station, Kessenich said, cost about $900 per show to produce—which includes everything from writers' and talent fees to paying production crews. Part of the secret, Kessenich explained, is that "any employe who wants to produce a show writes a proposal." If accepted, he said, the employe is partly released from normal responsibilities and allowed to work on the program. Inexperienced producers are supervised, "but rotating producers helps the station attract good people. We have low turnover."

Since the station's production facilities are tied up during the daytime, Kessenich said, most producers work on their programs whenever they get a chance: in the morning, at night and on the weekends. Among the local specials produced by WMTV are programs on incest in the Madison area, senior citizens and a report on a nearby town one year after it was devastated by a hurricane. "It has helped our community image as well as develop people."

Pat Patton, executive producer, KMBC-TV Kansas City, Mo., emphasized that locally-produced programing at his station was accomplished in large part only by "sharing resources with the news department. We reach efficiencies we weren't otherwise able to reach."

KMBC-TV, Patton said, is able to produce several specials and series with an annual budget under $70,000. In some cases, he said, the station works with other organizations to produce programs. For example, he said, *9 On The Law*, designed to help viewers understand common legal questions, was produced with the local bar association. It recruited 30 local attorneys to field telephone calls from viewers during the special and picked up the tab for print advertising, Patton said.

On a larger scale, Charlie Kravets, executive producer, WCVB-TV Boston, said the station's three-year-old access-strip, *Chronicle*, costs $1.5 million annually to produce, has a staff of 25, three camera crews, nine field producers and four full-time, on-air talents. Nonetheless, Kravets said, "*Chronicle* is a money-making project."

When *Chronicle*'s ratings began to slip in August 1982, Kravets explained, the show was redesigned from a multisegmented magazine show to a single-subject program, with two separate stories usually running between five and seven minutes in length. Several producers work on each program, he said. The result: *Chronicle* is second in its time period behind *Evening Magazine* on WBZ-TV Boston.

"It's not just a public affairs gesture," Kravets said of *Chronicle*. "It's the second-largest operation at the station, after the news department. The theory was to do a quality local program. . . I don't want to denigrate the syndicators, but you cannot buy the public relations in the community resulting from doing your own thing."

Enthusiasm was high among the attendees even if, unlike Kravets's big-budget access show at WCVB-TV, they don't always have funds and facilities to match their local programing ambitions. Remarked one producer from WMTV(TV) Madison, during a workshop after that station's Steve Kessenich described local programing efforts: "Steve, you forgot to add that everybody works for peanuts."

One major theme for the local producers at the conference was making do with less, or even making do with the unusual and seeking out untraditional ways to make a local program. Suggested Gene Siskel, of *At The Movies with Siskel and Ebert*—which was a locally produced public television show in Chicago before being launched into commercial syndication by Tribune Entertainment two years ago—"if you can find a newspaperman, they're usually good in front of a camera." Both Siskel and his partner, Roger Ebert, are film critics with Chicago newspapers.

The tone of the conference, although business-like, wasn't all serious. Mike Douglas, upon accepting a NATPE award for his *Mike Douglas Show*, which began as a locally produced show in Cleveland before a 19-year run in syndication, related a story about the late radio comedian, Fred Allen. "Allen once told somebody his radio show got a minus 0.02 rating," Douglas said. " 'What's a minus 0.02 rating?' someone asked Allen. Replied Allen: 'Not only is nobody listening, but there are two guys going around knocking it.' " □

CBS's Flaherty asks programers for their input on most important technology problems they face

In an effort to gather more points of view on how technology affects the television programing business, Joseph A. Flaherty,

CBS/Broadcast Group vice president and general manager, engineering and development, asked the members of NATPE International to "list the 10 most important technological problems" faced by programers and "take or send them" to the upcoming National Association of Broadcasters convention.

In a speech in New Orleans at NATPE's first production conference (see page 50) that reviewed the industry's technological developments and looked ahead to future ones, Flaherty saw a need for more guidance from programers in the development of new programing tools. Flaherty criticized the "elegant solutions to problems you never had," though he conceded that such "technical failures have been matched measure for measure by the studied indifference of the creative community to its technology."

At the crux of Flaherty's remarks was the point that technical developments have taken place so rapidly "that the 'standard of service' enjoyed by the viewer today will not be his 'level of expectation' tomorrow."

Flaherty said that "by the year 2000 the technical quality and the diversity of services offered to the viewer will be as different from today's television as the introduction of color was from the early monochrome experiments."

Flaherty

He said that "the digital television era is upon us." By the end of the year, "with luck and effort," he forsees "a digital videotape format standard." Flaherty said that broadcasters and production houses could not afford to overlook that "break in the digital dam" which, combined with the advantages of a "component signal format with a digital signal structure," offers a "dramatic increase in quality with rugged production flexibility."

Flaherty pointed out that the advances in digital technology will embrace both the video and audio aspects of a broadcast. The public's interest in digital technology has already been piqued by digital sound reproduction that offers a wider range of sound without the usual analog distortion.

"How will a terrestrial broadcaster bring digital stereophonic sound to a service? For that matter, what will the FM broadcaster do to compete in the digital era?" Flaherty asked.

Flaherty also spoke of "perhaps even more significant" technological changes on the consumer's end of the signal. Stereophonic sound and digital signal processing already exist, and television sets with built-in teletext decoders are coming soon. "The all-digital set is only a few years away, and beyond this is the 'intelligent' receiver with full frame memory allowing substantial signal processing for picture enhancement within the receiver," he said. □

CBS takes its 19th ratings victory

CBS-TV won the prime time ratings for the week ending March 17, the second week in a row the combined network numbers were down below their levels a year ago. NBC-TV's *The Cosby Show* posted its best numbers of the season, and the highest share "for any network [series] in at least five years," according to a spokesperson at NBC. *The Cosby Show*, which scored a 28.3/43 last week, has finished in the top spot in six of the last seven weeks.

CBS's victory was its 19th this season, as it scored an average rating of 15.8 and a 25.5 share. Close on its heels with a 15.7/25 was NBC. ABC was third, with a 14.3/23.0.

The 25th week of the prime time season was the third lowest week this year, with a combined network rating of 45.8, compared to a 48.1 for the same week last year. HUT levels averaged 62.5, down from 62.7 last year.

CBS won Monday, Friday and Sunday. NBC took Tuesday and Thursday, and ABC Wednesday and Saturday.

One network spokesperson mentioned "seasonal audience erosion" as a possible reason for the lower numbers. David Poltrack, vice-president, research, CBS/Broadcast Group, agreed and noted that of the 68 programs last week, 17 were repeats. For the same week last year only 10 repeats were shown, while the schedule included four movies and two specials.

"The order of finish is now established," said Poltrack of the networks' rating positions in the closing stretch of the 1984-85 prime time season, pointing out that network programers were "starting to look ahead to the May sweeps."

The top 20 programs in the ratings survey were all series with the exception of the *People's Choice Awards*, which finished 13th. Last year it finished sixth. *A Team* was the only series in the top 20 last year that returned this year.

Three series premiered last week. *Mr. Belvedere* (ABC, Friday, 8:30-9 NYT) finished highest, at 21st with a 17.2 rating. Second was *Detective in the House*, which averaged a 14.4 rating opposite it at 8-9 on CBS. The first episode of *On the Rock*, the new ABC comedy series starring Ed Asner, averaged a 12.9 rating at 9:30-10 on Friday, and ranked 51st.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.3/43
2.	Family Ties	NBC	24.2/36
3.	Dynasty	ABC	24.2/36
4.	A Team	NBC	23.3/35
5.	Dallas	CBS	22.7/36
6.	Murder, She Wrote	CBS	22.4/34
7.	60 Minutes	CBS	21.0/35
8.	Crazy Like a Fox	CBS	20.6/31
9.	Cheers	NBC	20.6/31
10.	Hotel	ABC	19.8/34
11.	Newhart	CBS	19.7/30
12.	Kate & Allie	CBS	19.6/29
13.	People's Choice Awards	CBS	19.2/31
14.	TV Bloopers & Prac. Jokes	NBC	19.0/29
15.	Riptide	NBC	18.7/29
16.	Trapper John, M.D.	CBS	18.2/31
17.	Highway to Heaven	NBC	18.2/28
18.	Night Court	NBC	18.0/28
19.	Cagney & Lacey	CBS	17.8/30
20.	Falcon Crest	CBS	17.6/30
21.	Mr. Belvedere	ABC	17.2/28
22.	The Burning Bed	NBC	17.1/27
23.	Webster	ABC	16.7/28
24.	Facts of Life	NBC	16.7/25
25.	Fall Guy	ABC	16.1/24
26.	Who's The Boss?	ABC	16.0/24
27.	Scarecrow & Mrs. King	CBS	15.9/24
28.	Magnum, P.I.	CBS	15.8/24
29.	Knight Rider	NBC	15.8/24
30.	Hardcastle & McCormick	ABC	15.6/24
31.	Seduced	CBS	15.5/26
32.	T.J. Hooker	ABC	15.1/26
33.	Candid Camera Special	NBC	15.1/25
34.	Remington Steele	NBC	15.0/26
35.	20/20	ABC	15.0/25
36.	Most Beautiful Girl in World	NBC	15.0/24
37.	Miami Vice	NBC	14.7/25
38.	Finder of Lost Loves	ABC	14.5/26
39.	Diffrent Strokes	NBC	14.4/26
40.	St. Elsewhere	NBC	14.4/25
41.	Detective in the House	CBS	14.4/24
42.	Three's A Crowd	ABC	14.4/22
43.	Sara	NBC	14.3/22
44.	Benson	ABC	14.2/22
45.	Brubaker	ABC	14.0/21
46.	Charles in Charge	CBS	13.7/21
47.	Love Boat	ABC	13.6/23
48.	Hill Street Blues	NBC	13.5/22
49.	Gimme a Break	NBC	13.3/22
50.	Kicks	ABC	13.2/21
51.	Off the Rack	ABC	12.9/20
52.	Airwolf	CBS	12.8/22
53.	MacGruder & Loud	ABC	12.8/20
54.	Matt Houston	ABC	12.0/20
55.	Cover-Up	CBS	11.9/22
56.	It's Your Move	NBC	11.9/20
57.	Ripley's Believe It or Not	ABC	11.4/19
58.	Jeffersons	CBS	11.0/17
59.	Smokey & the Bandit II	ABC	10.9/17
60.	Foulups, Bleeps & Blunders	ABC	10.8/19
61.	Moonlighting	ABC	10.7/19
62.	V	NBC	10.6/17
63.	Punky Brewster	NBC	10.3/17
64.	Code Name: Foxfire	NBC	10.3/17
66.	Alice	CBS	9.4/14
66.	Missing	CBS	9.1/14
67.	Silver Spoons	NBC	8.9/16
68.	Women, Work & Babies	NBC	8.8/16
69.	Otherworld	CBS	8.6/15

*indicates premiere episode

FM's

Accepted

■ WCFI (101.9 mhz) Daytona Beach, Fla.—Seeks CP to change TL; change HAAT to 981 ft., and make changes in ant. sys. App. March 13.

■ WYCA (92.3 mhz) Hammond, Ind.—Seeks mod. of lic. to install new transmission sys. App. March 14.

■ WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and make changes in ant. sys. App. March 12.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to change HAAT to 328 ft. App. March 13.

■ KXOQ (96.7 mhz) Poplar Bluff, Mo.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. March 13.

■ KIVE (96.5 mhz) Glendive, Mont.—Seeks mod. of CP to change SL. App. March 18.

■ KIAE (98.9 mhz) Aurora, Neb.—Seeks mod. of CP to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. App. March 12.

■ KRSN-FM (98.5 mhz) Los Alamos, N.M.—Seeks CP to change TL; change ERP to 94.421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. App. March 12.

■ KNYN (95.5 mhz) Santa Fe, N.M.—Seeks CP to change channel from C to C1; change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. 12.

■ WWWM (105.5 mhz) Sylvania, Ohio—Seeks CP to change ERP to 2.88 ft. App. March 13.

■ WKBN-FM (98.9 mhz) Youngstown, Ohio—Seeks CP to change ERP to 38.6 kw. App. March 14.

■ *WZZE (88.7 mhz) Glen Mills, Pa.—Seeks mod. of CP to change TL; change ERP to 0.178 kw; change HAAT to 184 ft., and make changes in ant. sys. App. March 12.

■ WWCL (100.7 mhz) New Kensington, Pa.—Seeks mod. of lic. to change SL to 224 North Ave., Millvale, Pa. App. March 13.

■ WDVE (102.5 mhz) Pittsburgh—Seeks mod. of lic. to change SL to 200 Fleet St., Pittsburgh. App. March 13.

■ WEZL (103.5 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 989 ft. App. March 14.

■ KRYS-FM (99.1 mhz) Corpus Christi, Tex.—Seeks mod. of CP to correct coordinates. App. March 18.

■ KBUS (103.9 mhz) Paris, Tex.—Seeks mod. of CP to change ERP to 1.1 kw and change HAAT to 525 ft. App. March 18.

■ KNFO-FM (95.5 mhz) Waco, Tex.—Seeks mod. of CP to change to a directional ant. App. March 13.

■ WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change ERP to 1.69 kw and change HAAT to 376 ft. App. March 13.

TV's

Accepted

■ KUTP (ch. 45) Phoenix—Seeks mod. of CP to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. App. March 18.

■ KSHO-TV (ch. 26) Honolulu—Seeks CP to change ERP to vis. 75.9 kw, aur. 7.59 kw; change HAAT to 2,120 ft., and change ant. App. March 13.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft., and change TL. App. March 13.

■ WTGS (ch. 28) Hardeesville, S.C.—Seeks MP to move SL outside community of lic. App. March 18.

Actions

AM's

■ WTSK (790 khz) Tuscaloosa, Ala.—Granted app. to increase power to 5 kw. Action March 8.

■ WSST (800 khz) Largo, Fla.—Granted app. to add night power with 1 kw; increase day power to 50 kw; install DA-N; change freq. to 820 khz, and make changes in ant. sys. Action March 13.

■ WELW (1330 khz) Willoughby, Ohio—Returned app. to add night service with 500 w and make changes in ant. sys. Action March 8.

■ WBDX (1030 khz) White Bluff, Tenn.—Granted app. to increase day power to 10 kw. Action March 7.

■ KBBO (1390 khz) Yakima, Wash.—Returned app. to increase power to 5 kw and change to DA-2. Action March 8.

■ WTSO (1070 khz) Madison, Wis.—Granted app. to make changes in monitor point bearings. Action March 6.

FM's

■ KKJJ (103.9 mhz) Payson, Ariz.—Dismissed app. to change ERP to 1.55 kw and change HAAT to 452 ft. Action March 6.

■ KJYK (94.9 mhz) Tucson, Ariz.—Granted app. to change TL; change ERP to 96.5 kw, and change HAAT to 1,952 ft. Action March 7.

■ *KRCC (91.5 mhz) Colorado Springs—Dismissed app. to change TL and change ERP to 1 kw. Action March 6.

■ KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action March 6.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Dismissed app. change ERP to 2.35 kw and make changes in ant. sys. Action March 6.

■ WILS-FM (101.7 mhz) Lansing, Mich.—Dismissed app. to change TL; change ERP to 2.09 kw, and change HAAT to 3,781.84 ft. Action March 6.

■ KELE (100.1 mhz) Aurora, Mo.—Dismissed app. to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. Action March 6.

■ KJPW-FM (102.3 mhz) Waynesville, Mo.—Dismissed app. to change TL; change ERP to .85 kw; change HAAT to 518 ft., and make changes in ant. sys. Action March 6.

■ WITQ (99.3 mhz) Brock Island, R.I.—Returned app. to change SL to Charlestown, R.I.; change TL, and change HAAT to 328 ft. Action March 6.

■ KITE-FM (105.5 mhz) Portland, Tex.—Dismissed app. to change ERP to 2.46 kw. Action March 6.

TV

■ WLTK (ch. 16) Somerset, Ky.—Dismissed app. to change ERP to vis. 1,169.2 kw, aur. 116.92 kw; change HAAT to 641.63 ft., and change TL. Action March 6.

Call Letters

Applications

Call	Sought by
	New AM
WLMV	Midwest Broadcast Associates Ltd., Vernon Hills, Ill.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

* Includes off-air licenses.

	New FM's
*KGMR	Clarksville Educational Broadcasting Foundation, Clarksville, Ark.
*KBKE	Pacific States Educational Broadcasting Foundation, Bakersfield, Calif.
WBYG	Pam-Lar Broadcasting, Sandwich, Ill.
*KEJC	Oklahoma Educational Broadcasting Foundation, Vinita, Okla.
*KBUB	Waco Educational Broadcasting Foundation, Brownwood, Tex.
*KWHC	Heritage Educational Foundation of Wyoming, Casper, Wyo.
	Existing AM
WSDM	WWCM Clay County Community Broadcasters Inc., Brazil, Ind.
	Existing FM's
WSDM-FM	WBDJ-FM Clay County Community Broadcasters Inc., Brazil, Ind.
*KNMC	KNOG Northern Montana College, Havre, Mont.
WRIO	WMTT Family Broadcasting Group, Ponce, P.R.
	Existing TV
KTVH	KTVG Great Northern Communications Inc., Helena, Mont.

Grants

Call	Assigned to
	New AM's
KRCK	Royce International Broadcasting, Burbank, Calif.
KNXX	Don R. Davis, Los Ranchos de Albuquerque, N.M.
WOIZ	Juan C. Rodriguez, Guayanilla, P.R.
	New FM's
KNCQ	McCarthy Enterprises Ltd., Redding, Calif.
KDAL-FM	The Snee & Associates Limited Partnership, Duluth, Minn.
WAVF	Hanahan Communications Inc., Hanahan, S.C.
WGCQ	Battery Creek Communications Corp., Parris Island, S.C.
	New TV
*WFWA	Fort Wayne Public Television Inc., Fort Wayne, Ind.
	Existing AM's
KYXZ	KBOT Douglas Norman Schneider, Cabot, Ark.
KTSS	KXRK Timothy P. Anderson, Davenport, Iowa
KSAJ	KABI KABI Inc., Abilene, Kan.
WSRR	WCRV Star Broadcasting Inc., Washington, N.J.
WLRQ	WJRB Elf Communications Inc., Madison, Tenn.
	Existing FM's
KSAJ-FM	KABI-FM KABI Inc., Abilene, Kan.
WNWK	WHBI Global Broadcasting Group Inc., Newark, N.J.
WMGS	WYZZ Warm Broadcasting Co., Wilkes-Barre, Pa.
WLRQ-FM	WJKZ Elf Communications Inc., Franklin, Tenn.